

# Kentucky Workforce Development System Branding & Identity

Landor



## Our Goals:

- Create a unified & cohesive brand
- Transform the brand experience
- Deliver a brand promise that puts the customer first

How we achieve these goals:

- Assess the landscape (interviews & audit)
- Identify opportunities (customer journey)
- Identify goals (brand driver & SORD)
- Organize the system (brand architecture)
- Create a brand (Visual Identity)

Remember:

- Evaluate the work through the eyes of the customer
- Be open and envision the possibilities of a powerful, unified brand

The strongest  
logos tell simple  
stories.

– Sol Sender

# What is our story?

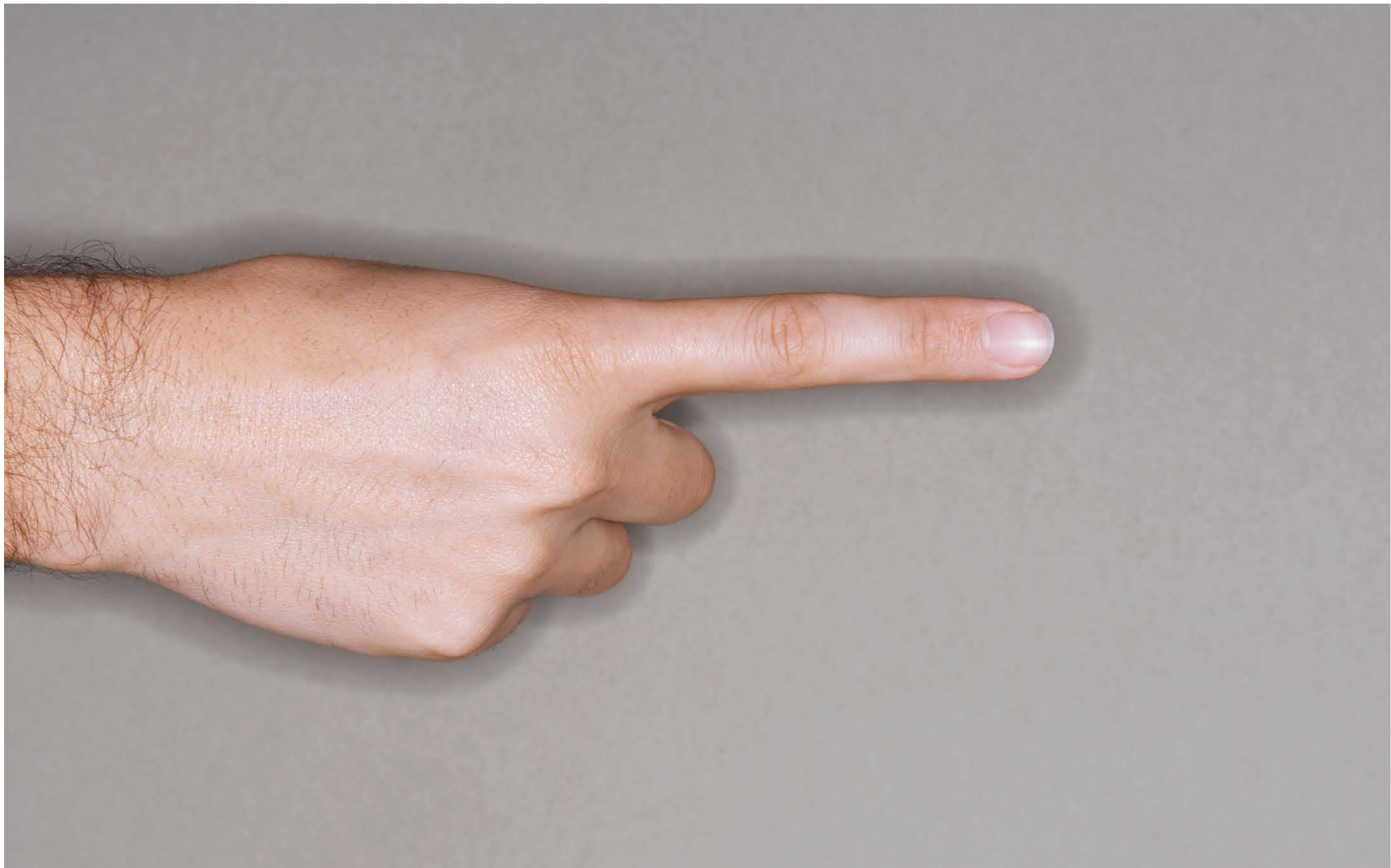
What is our story?

Guidance

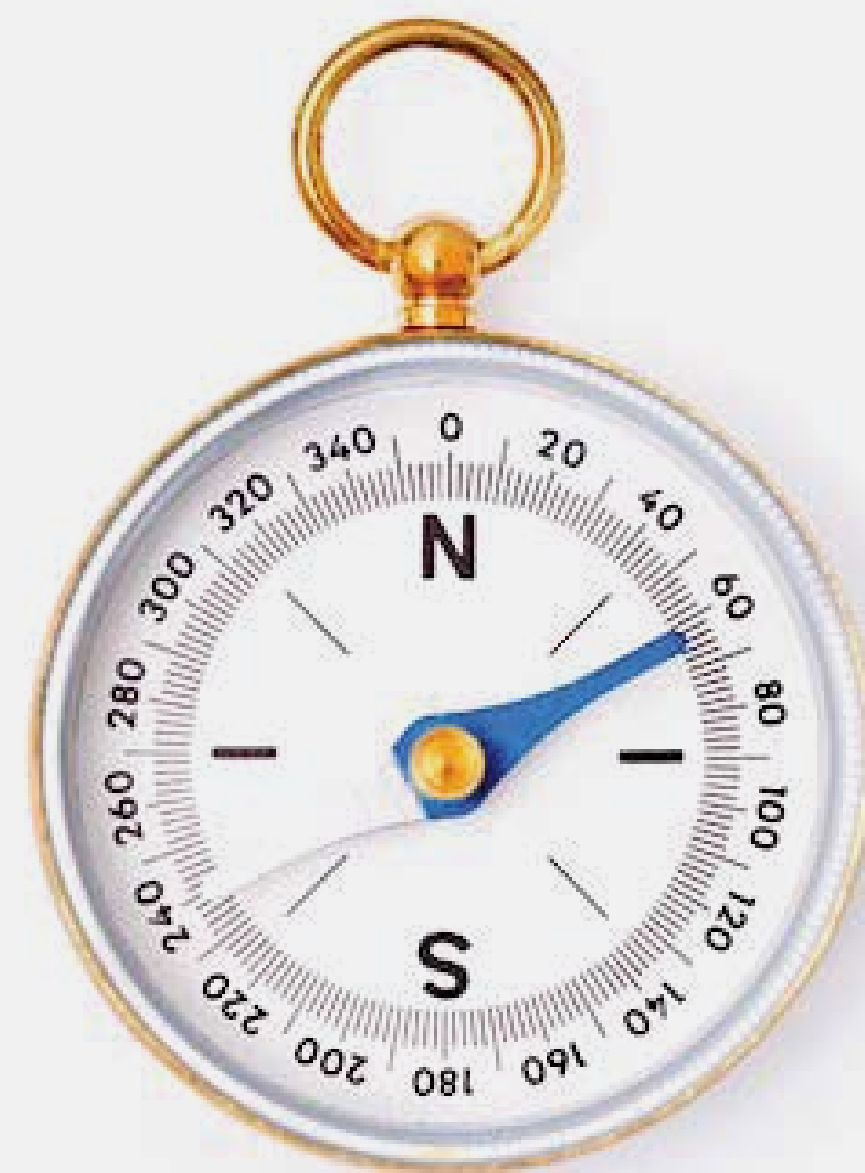
What is our story?

Guidance  
& Growth





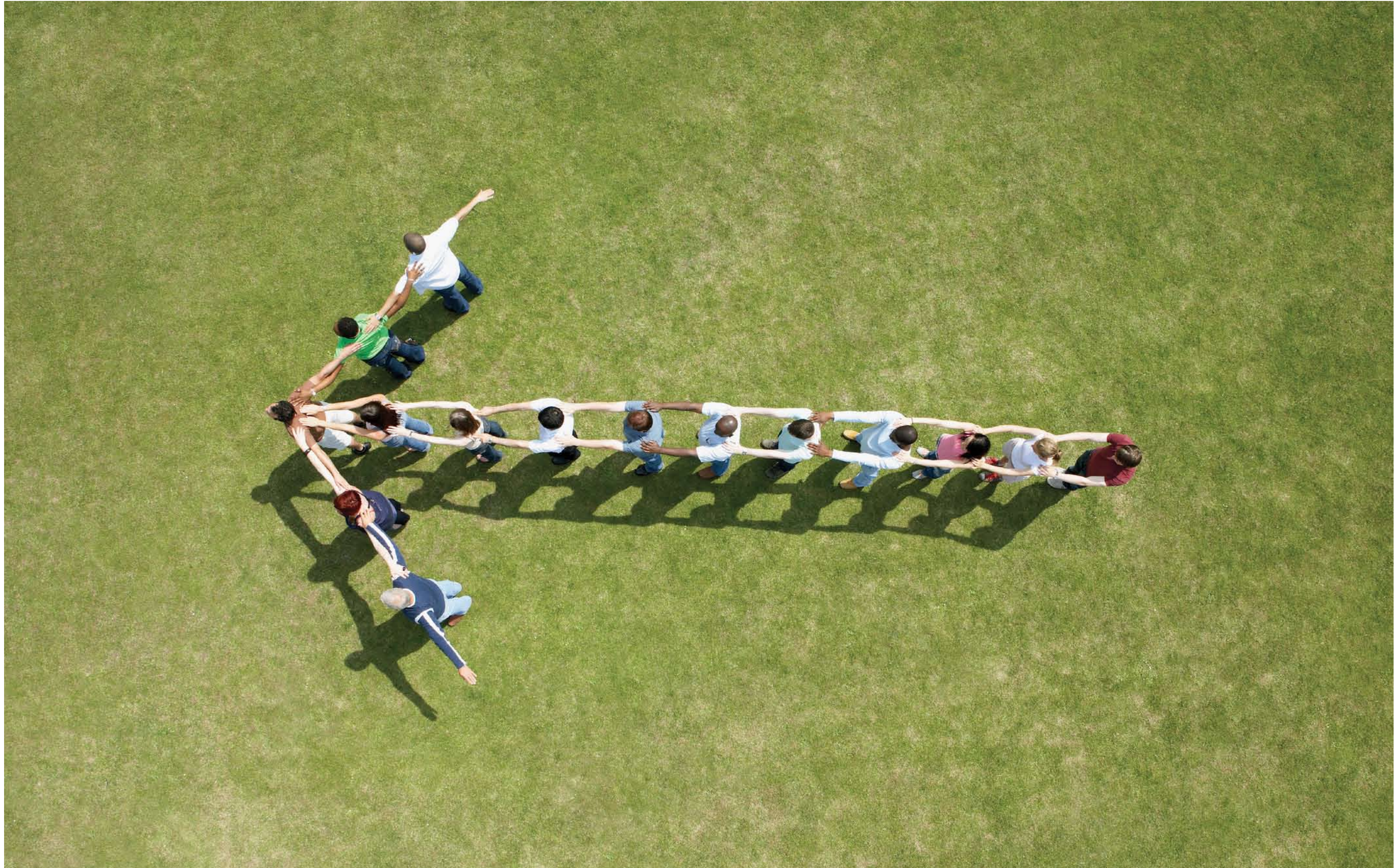












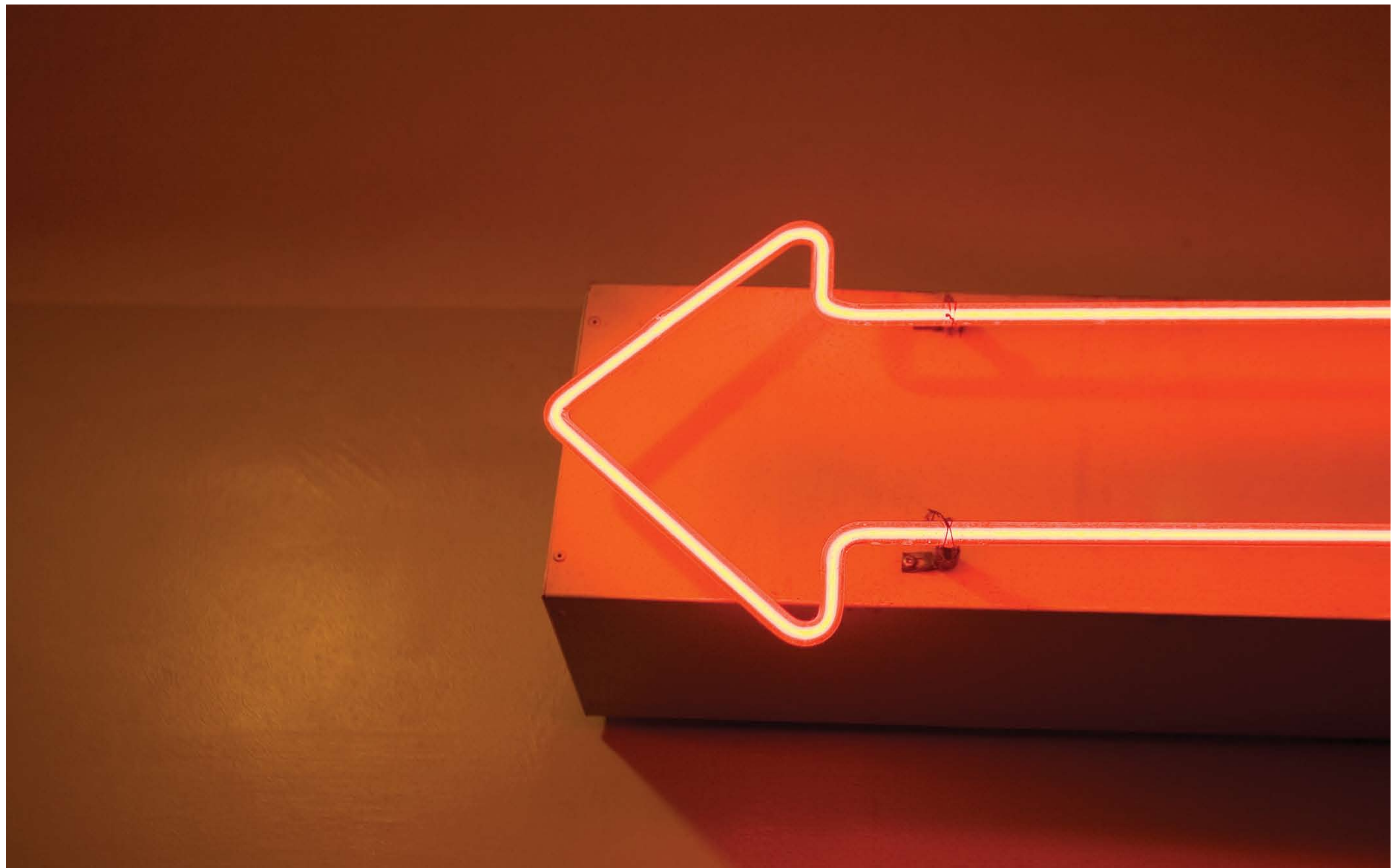




EXIT





























# Kentucky CareerSmart



# Kentucky CareerSmart

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**Kentucky  
Career Solutions**  
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## Architecture:

- Consumer Services Strategy
- Puts the customer first
- Helps unify the brand
- Simplifies a complex system
- Allows room for growth


Master Brand



Service Driven Sub-brands



Specific Sub-brand Sub-sets and Programs

Brand Emphasis (External)						
Sub-set Emphasis (External)						
Sub-set Emphasis (Internal)						

Workforce Investment Areas

# Next Exit: Opportunity

  
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**Online Services**

- Unemployment Claim Filing
- Job Search and Registration
- Job Search Contact Reporting
- Employer Electronic Services
- Employer Registration-
- Post Job Order

**Areas of Interest**

- 2010 Workforce Investment Act Annual Report
- Calendar of Events
- OET Programs & Services
- Local Area Contact List
- Kentucky Education and Workforce Development
- Department of Workforce Investment

The Kentucky Office of Employment and Training is part of the Department of Workforce Investment. Office of Employment and Training Staff provide job services, unemployment insurance services, Labor Market Information, and training opportunities.

**American Recovery and Reinvestment Act** - Kentucky received Recovery Act funds from the U. S. Department of Labor to assist citizens with workforce issues. For information about Recovery Act services, by county, [click here](#).

**Job Services** - match available workers with employers who need their skills and experience. Work search and referrals may be conducted locally, statewide and nationally.

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# Kentucky WorkSmart

Lincoln Trail





Employer

Career

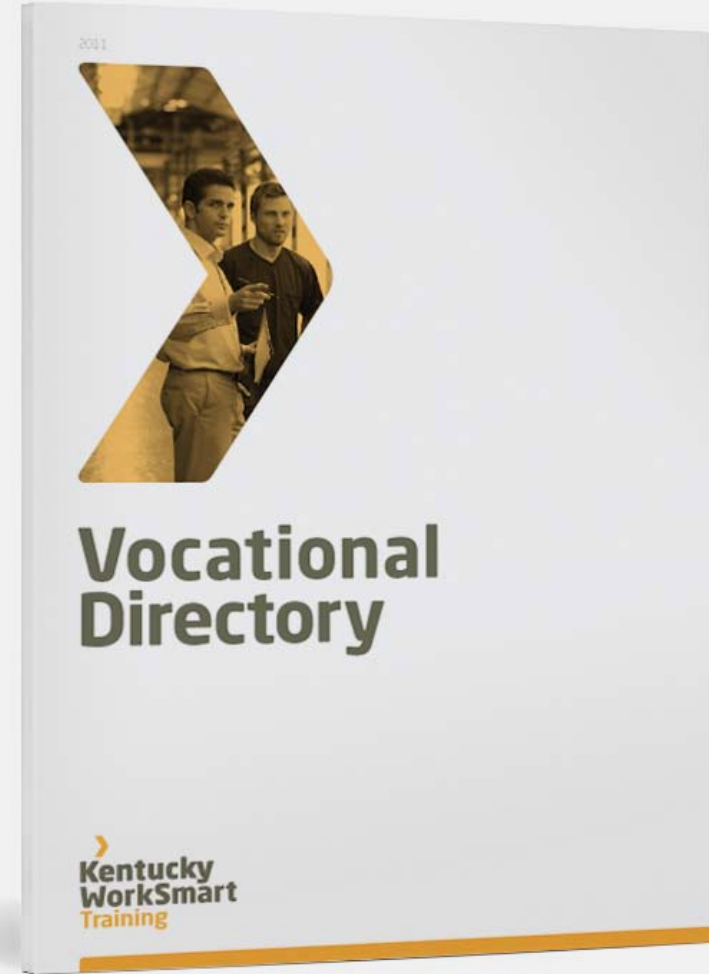


  
**Kentucky  
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Lincoln Trail

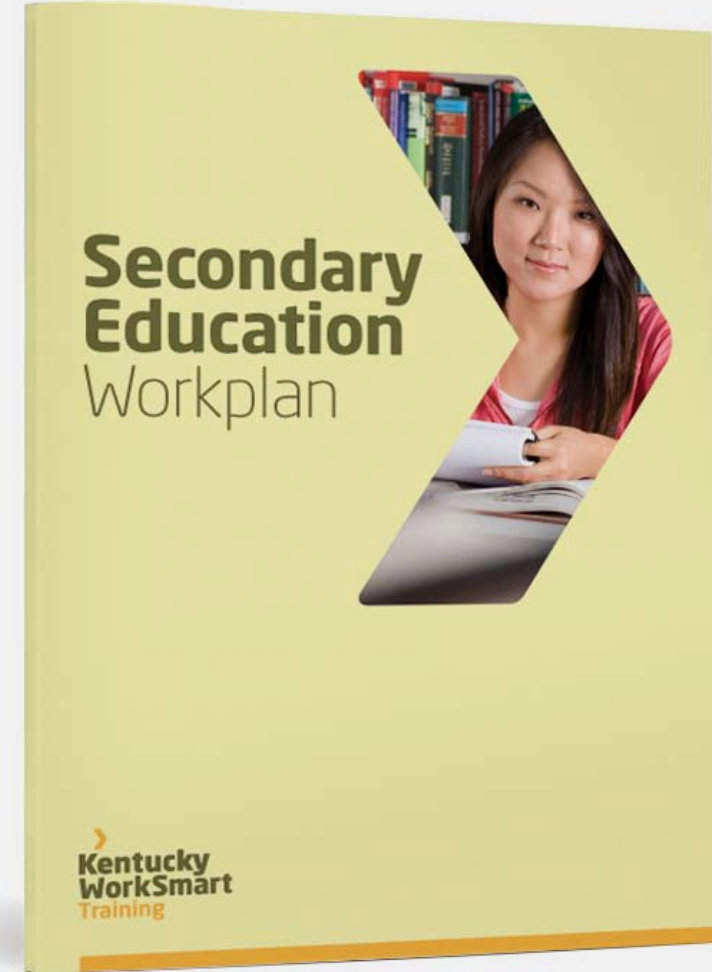
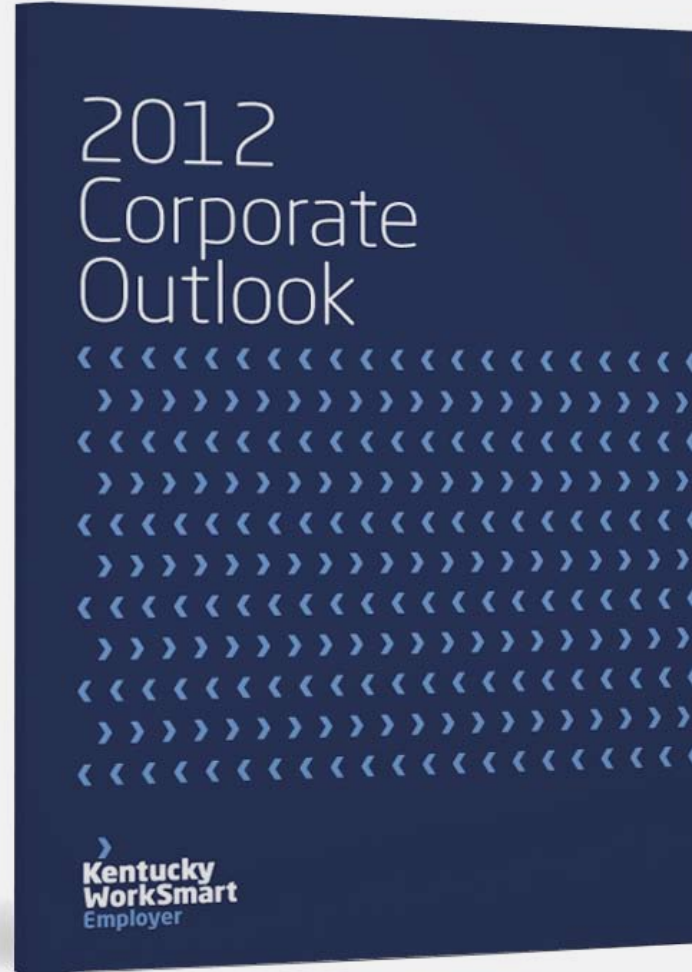
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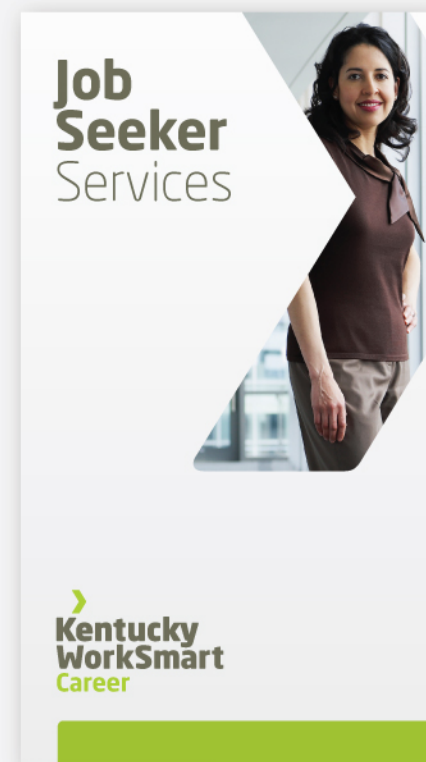
**Alice Smith**  
Career Advisor



















## Next Steps:

- Quantitative research - name & identity
- Steering Committee follow-up
- Deploy brand guidelines

Thank You.